

# Publishable materials

The following pages are free to share in public or with third parties.

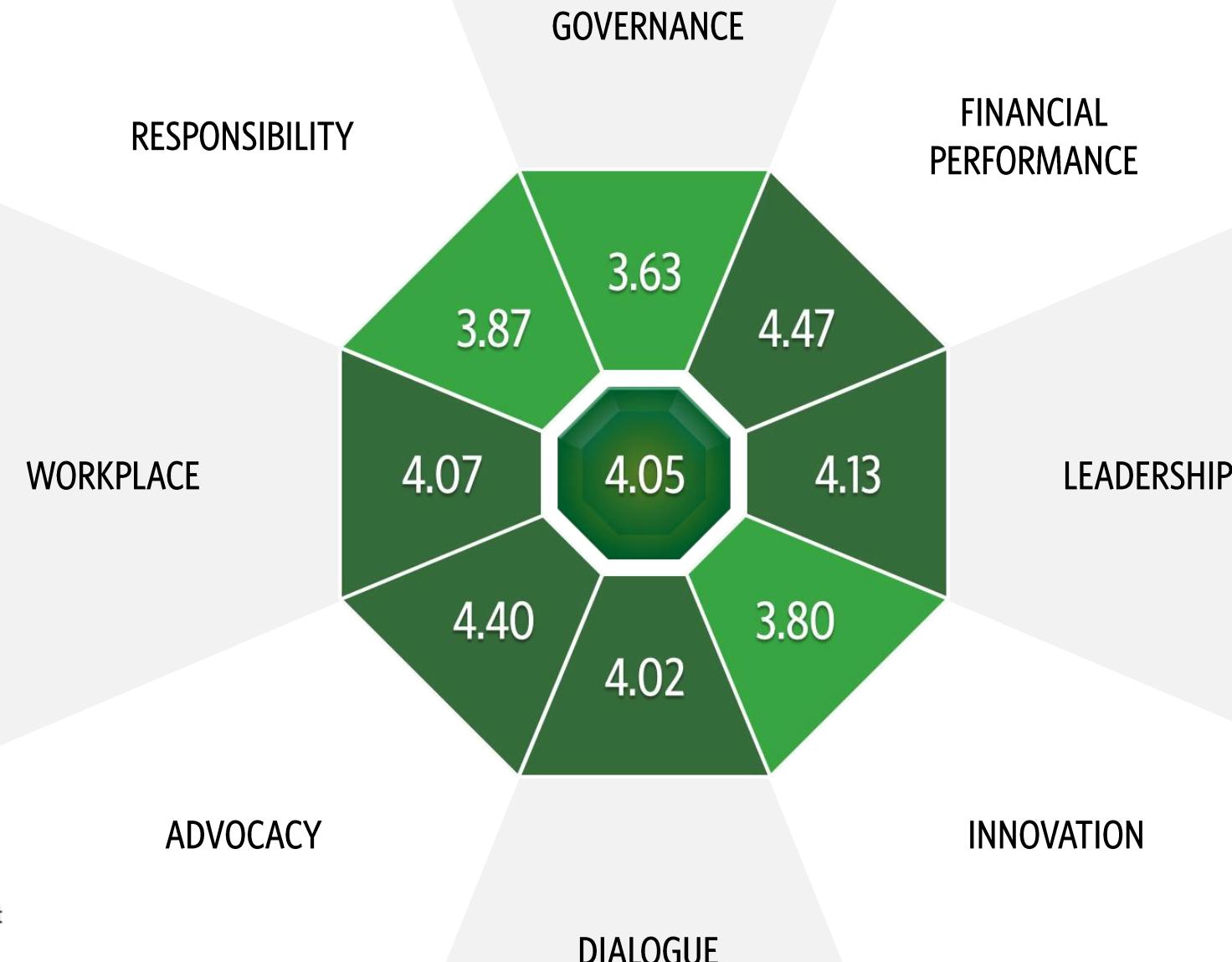
DÝRAFJÖRÐUR  
65°52'47.5"N  
23°26'28.9"W

REPUTATION  
STRUCTURE  
2025

POLICYMAKERS

REPUTATION AND TRUST ANALYTICS

≥ 4.00	excellent result
3.50 - 3.99	good result
3.00 - 3.49	moderate result
2.50 - 2.99	poor result
< 2.50	very poor result



**RESPONSIBILITY**

Studies perceptions on the organisation's environmental and social responsibility.

**GOVERNANCE**

Measures the organisation's operations and transparency.

**FINANCIAL PERFORMANCE**

Reviews the organisation's financial situation.

**WORKPLACE**

Provides insight about the organisation's employer image.

**LEADERSHIP**

Reviews the organisation's management.

**ADVOCACY**

Reviews perceptions on advocacy provided by the organisation.

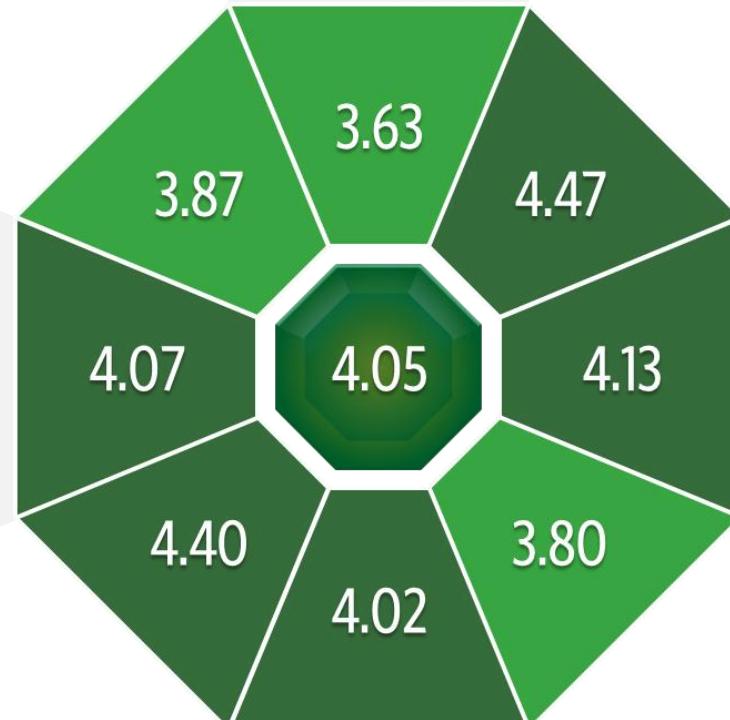
**INNOVATION**

Reveals perceptions about the organisation's innovativeness.

**DIALOGUE**

Measures the organisation's ability to communicate with stakeholders.

≥ 4.00	excellent result
3.50 - 3.99	good result
3.00 - 3.49	moderate result
2.50 - 2.99	poor result
< 2.50	very poor result



REPUTATION TREND  
OF PHARMA  
INDUSTRY FINLAND

2018 - 2025

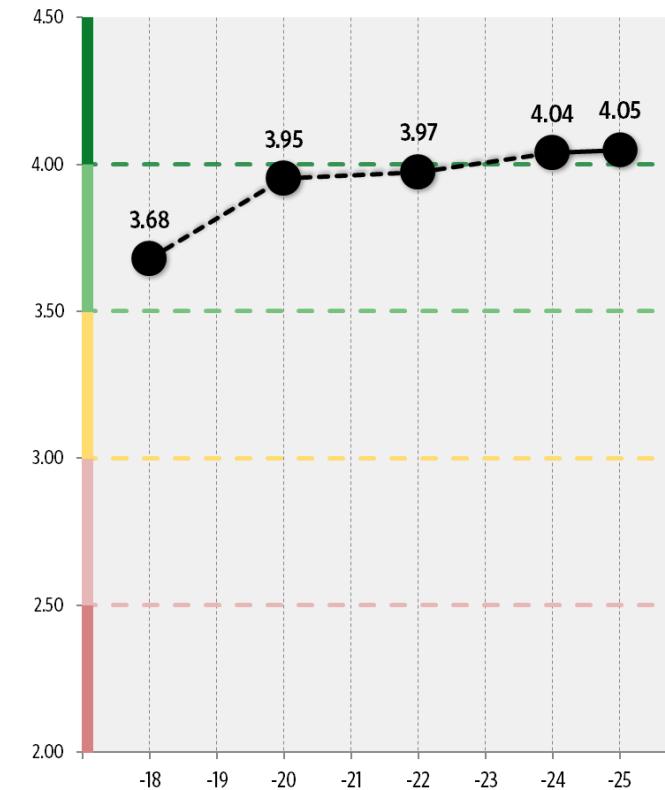


POLICYMAKERS

REPUTATION AND TRUST ANALYTICS



≥ 4.00	excellent result
3.50 - 3.99	good result
3.00 - 3.49	moderate result
2.50 - 2.99	poor result
< 2.50	very poor result



# Interpretation of analysis

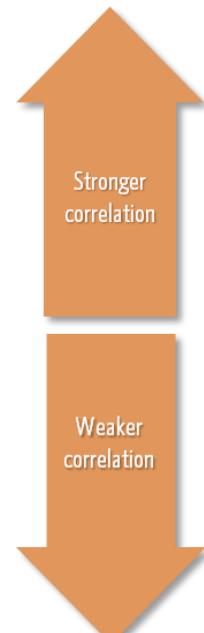
REINEBRINGEN  
67°55'37.6"N  
13°04'30.0"E

INTERPRETATION OF  
CORRELATION

Correlation measures the linear dependence between two variables. The correlation coefficient ranges from -1 to 1. The further the correlation coefficient is from zero, the stronger the connection.

A positive correlation means that the variables are moving in the same direction; for example, when the *Responsibility* dimension score increases, the stakeholder support score will also increase, and vice versa. A negative correlation, on the other hand, means the variables are moving in opposite directions; for example, as the *Financial performance* dimension score increases, the stakeholder support score will decrease, and vice versa.

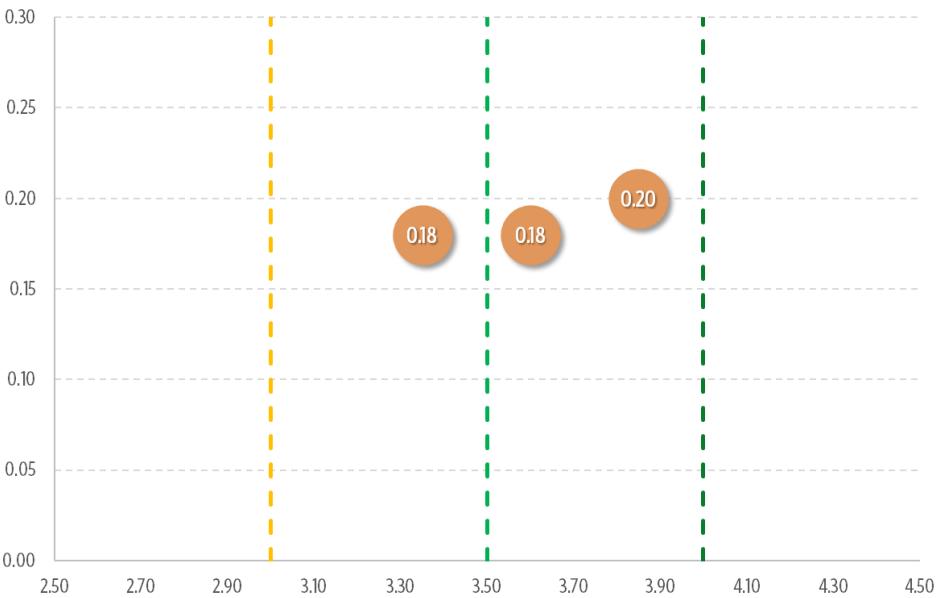
	CORRELATION	GRADE	CHANGE IN GRADE
RESPONSIBILITY	0.81	2.93	-0.03
?	?	?	?
?	?	?	?
?	?	?	?
?	?	?	?
?	?	?	?
?	?	?	?
FINANCIAL PERFORMANCE	0.51	3.40	0.10



INTERPRETATION OF  
REGRESSION  
ANALYSIS

Regression analysis is a statistical method for investigating causal relationships between different variables. The particular benefit of regression analysis is that it can be used to determine the impact of multiple variables (reputation dimensions) to explain a phenomenon (stakeholder support).

The coefficient of determination in regression analysis is often presented as adjusted  $R^2$  (Adj-  $R^2$ ). The value of adjusted  $R^2$  ranges from zero to one. The greater the  $R^2$  value, the greater part reputation dimensions (independent variables) can explain the variation in stakeholder support (dependent variable).



Adj- $R^2=0.67$

The coefficients depict the magnitude of the change in stakeholder support when the reputation dimension in question increases by one unit, *ceteris paribus* (with other conditions remaining the same).

The reputation dimensions in the diagram have a statistically significant relationship with stakeholder support at 5 % significance level.

## REPUTATION AND TRUST ANALYTICS AND QUALITY ASSURANCE

- Kiwa Sertifointi Oy has granted Reputation and Trust Analytics Oy (formerly T-Media) the ISO 20252:2019 Certificate. We implement all research projects in accordance with the aforementioned quality standard, the EU's data protection regulation and Finnish laws.
- We treat all research-related information as strictly confidential.
- Reputation and Trust Analytics has not used subcontractors in this research.



## QUALITY ASSURANCE AND PUBLICATION

## PUBLICATION AND TRANSFER OF RESEARCH RESULTS TO THIRD PARTIES

- The research report is primarily intended for the Customer's own internal use. However, the Customer is entitled to use and share the report with its own external service provider to the extent necessary for the full utilisation of the report. The exact statements or statistical methods and analysis methods of the research model may not, however, be shared. If necessary, your contact person will help you condense the report into a form that can be published, if you want to publish the results more widely than what is presented in the section "Publishable materials" of this report.
- For the sake of clarity, it is stated that Reputation&Trust® is a registered trademark and a community design registered at the European Union Intellectual Property Office. The visual elements, forms, research statements and research methods it contains fall under the service provider's intellectual property rights.

# We did this

We develop organisational leadership in a more sustainable direction for stakeholders and society.

Thus, we create a larger world impact than our size would indicate.

We are authentic and curious when facing the unknown. We make our own path while relying on each other, both as people and as professionals.

We are We - not they, that, or it.

We are on the customer's side while remaining loyal to data.

Reese, Bill, Eli, K., J., Ana, Tom, Team, Veann, Katja, Mann, Jaakko, Ella, Susi, Tuuli, Elina, Anna, Sam, Anni, Andri, Jim, Mar, Pedro, Kaisa, Tui, Elli, Tiina, Lassi, Mira, REPUTATION AND TRUST ANALYTICS, Mayo, Joonas



Reputation and trust measured in a **comparable** way.  
Build stronger **stakeholder** relationships  
through data-driven **insights**

---



**Andrei Sergejeff**

*Senior Advisor*

+358 50 303 0204

[andrei.sergejeff@t-media.fi](mailto:andrei.sergejeff@t-media.fi)



**Lauri Leppo**

*Advisor*

+358 50 433 6609

[lauri.leppo@t-media.fi](mailto:lauri.leppo@t-media.fi)

**[t-media.fi/reptrust.com](http://t-media.fi/reptrust.com)**

Keilaranta 1, 9th floor, 02150 Espoo, Finland  
Kungsgatan 9, SE-111 43 Stockholm, Sweden



# REPUTATION AND TRUST ANALYTICS

